



## Kansas Dept. of Health and Environment KS0110

### Iola Register

<http://www.iolaregister.com/>

Allen

Iola, KS

Daily

Readership = 8,930

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
06/04/2007	10	Support for smoker not always welcome	20	\$172.40	8,931
			<b>20</b>	<b>\$172.40</b>	<b>8,931</b>
					<b>1 record</b>

### Great Bend Tribune

Barton

Great Bend, KS

Daily

Readership = 13,852

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/31/2007	1	Today is World No Tobacco Day	15	\$148.50	13,853
06/07/2007	7	Second hand smoke filled with dangerous chemical	17	\$168.30	13,853
06/12/2007	4	Jack up the smoke tax	9	\$89.10	13,853
			<b>41</b>	<b>\$405.90</b>	<b>41,559</b>
					<b>3 total records</b>

### Hoisington Dispatch

Barton

Hoisington, KS

Weekly

Readership = 3,417

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
06/01/2007	12	Free retailer training for tobacco dealers	9	\$42.03	3,418
			<b>9</b>	<b>\$42.03</b>	<b>3,418</b>
					<b>1 record</b>

### Ft. Scott Tribune

<http://www.fstribune.com>

Bourbon

Fort Scott, KS

Daily

Readership = 6,410

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/21/2007	4	The Daily News, on regulating tobacco	7	\$68.95	6,410
			<b>7</b>	<b>\$68.95</b>	<b>6,410</b>
					<b>1 record</b>

**Augusta Daily Gazette**<http://www.augustagazette.com/>**Butler****Augusta, KS****Daily****Readership = 4,567**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
06/05/2007	3	Combating tobacco use	4	\$33.88	4,568	
06/11/2007	1	Strategies to reduce underage tobacco use	16	\$135.52	4,568	
06/12/2007	1	Tobacco Free Butler meeting Thursday evening	6	\$50.82	4,568	
			<b>26</b>	<b>\$220.22</b>	<b>13,704</b>	<b>3 total records</b>

**Flint Hills Express****Chautauqua****Sedan, KS****Weekly****Readership = 2,817**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/23/2007	5	Central Elementary TADPOLES honored at Clap Out	15	\$60.90	2,818	
			<b>15</b>	<b>\$60.90</b>	<b>2,818</b>	<b>1 record</b>

**Columbus Daily Advocate****Cherokee****Columbus, KS****Daily****Readership = 5,177**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
06/07/2007	1	Agencies launch new efforts to prevent tobacco sales to...	25	\$137.50	5,177	
			<b>25</b>	<b>\$137.50</b>	<b>5,177</b>	<b>1 record</b>

**Galena Sentinel-Times**<http://www.sentinel-times.com/>**Cherokee****Galena, KS****Weekly****Readership = 2,962**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/23/2007	6	Kansas Leadership to Keep Children Alcohol Free	13	\$59.54	2,962	
05/30/2007	6	KDHE encourages support of world No Tobacco Day	10	\$45.80	2,962	
			<b>23</b>	<b>\$105.34</b>	<b>5,924</b>	<b>2 total records</b>

**Bird City Times**<http://www.nwkansas.com/>**Cheyenne****Bird City, KS****Weekly****Readership = 1,087**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/17/2007	4	Extension Notes	14	\$88.76	1,088
			<b>14</b>	<b>\$88.76</b>	<b>1,088</b>
					<b>1 record</b>

**Clyde Republican****Cloud****Clyde, KS****Weekly****Readership = 1,782**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/31/2007	2	KDHE Encourages Support of World No Tobacco Day	10	\$30.00	1,782
			<b>10</b>	<b>\$30.00</b>	<b>1,782</b>
					<b>1 record</b>

**Concordia Blade-Empire**<http://www.bladeempire.com/>**Cloud****Concordia, KS****Daily****Readership = 5,480**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/28/2007	3	KDHE encourages support of World No Tobacco Day	15	\$99.00	5,481
			<b>15</b>	<b>\$99.00</b>	<b>5,481</b>
					<b>1 record</b>

**Arkansas City Traveler**<http://www.arkcity.net/>**Cowley****Arkansas City, KS****Daily****Readership = 8,940**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/19/2007	4	The Daily News, on regulating tobacco	10	\$88.80	8,940
06/01/2007	4	The Wichita Eagle on smoking-related illnesses	13	\$115.44	8,940
			<b>23</b>	<b>\$204.24</b>	<b>17,880</b>
					<b>2 total records</b>

**Winfield Daily Courier**<http://www.winfieldcourier.com/>**Cowley****Winfield, KS****Daily****Readership = 11,966**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/19/2007	2	Big screen rebels seem bogus without cigarettes	22	\$175.56	11,967	
06/07/2007	9	New effort to prevent tobacco sales to minors	4	\$31.92	11,967	
			<b>26</b>	<b>\$207.48</b>	<b>23,934</b>	<b>2 total records</b>

**Pittsburg Morning Sun**<http://www.morningsun.net/>**Crawford****Pittsburg, KS****Daily****Readership = 17,882**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/25/2007	2C	Almost 75 percent of homes are smoke-free	22	\$320.10	17,882	
05/31/2007	7B	Anti-smoking groups angered by ads	23	\$334.65	17,882	
06/05/2007	1	Crawford County remains below average in SIDS	15	\$218.25	17,882	
			<b>60</b>	<b>\$873.00</b>	<b>53,646</b>	<b>3 total records</b>

**Oberlin Herald**<http://www.nwkansas.com/>**Decatur****Oberlin, KS****Weekly****Readership = 4,832**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/16/2007		Decatur Heatlh Systems	9	\$78.57	4,832	
			<b>9</b>	<b>\$78.57</b>	<b>4,832</b>	<b>1 record</b>

**Abilene Reflector-Chronicle**<http://www.abilene-rc.com/>**Dickinson****Abilene, KS****Daily****Readership = 8,544**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/12/2007	5	Mothers urged to quit tobacco for their kids this Mother's...	16	\$120.00	8,544	
05/26/2007	1	Support World No Tobacco Day	11	\$82.50	8,544	
05/30/2007	2	Costs associated with smoking substantial to all Kansans	16	\$120.00	8,544	
			<b>43</b>	<b>\$322.50</b>	<b>25,632</b>	<b>3 total records</b>

**Eudora News**<http://www.eudoranews.com/>**Douglas****Eudora, KS****Weekly****Readership = 2,881**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/24/2007	3I	Fresh Start - A Smoking Cessation Program	1	\$7.70	2,882	
			<b>1</b>	<b>\$7.70</b>	<b>2,882</b>	<b>1 record</b>

**Lawrence Journal-World**<http://www.ljworld.com/>**Douglas****Lawrence, KS****Daily****Readership = 47,076**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/25/2007	12	No-smoking trend hits home	31	\$923.80	47,076	
05/30/2007	2B	Lawmaker drops smoking ban proposal	16	\$476.80	47,076	
06/01/2007	5	Lawmakers vote to ban smoking in bars, restaurants	8	\$238.40	47,076	
06/07/2007	2B	Effort launched to keep tobacco away from minors	12	\$357.60	47,076	
			<b>67</b>	<b>\$1,996.60</b>	<b>188,304</b>	<b>4 total records</b>

**Edwards Co. Sentinel****Edwards****Kinsley, KS****Weekly****Readership = 2,208**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/30/2007	1	Edwards County CDRR Advisory Board Coalition...	14	\$65.38	2,208	
05/30/2007	8	World No Tobacco Day, May 31	20	\$93.40	2,208	
			<b>34</b>	<b>\$158.78</b>	<b>4,416</b>	<b>2 total records</b>

**El Dorado Times**<http://www.eldoradotimes.com/>**El Dorado****El Dorado, KS****Daily****Readership = 7,486**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/18/2007	3	Stay healthy in your golden years	18	\$157.50	7,486	
06/06/2007	4	Editorial Roundup	8	\$70.00	7,486	
06/12/2007	3	Tobacco Free Butler Coalition meeting slated for Thursday	6	\$52.50	7,486	
			<b>32</b>	<b>\$280.00</b>	<b>22,458</b>	<b>3 total records</b>

**Ellis Review**

Ellis

Ellis, KS

Weekly

Readership = 2,401

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/31/2007	7	Support World No Tobacco Day	17	\$60.01	2,401
			<b>17</b>	<b>\$60.01</b>	<b>2,401</b>
			<b>1 record</b>		

**Hays Daily News**<http://www.HDNews.net/>

Ellis

Hays, KS

Daily

Readership = 29,046

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
06/10/2007	3E	Reward and Reminder	30	\$450.00	29,047
06/10/2007	4E	Answer lies within community	18	\$270.00	29,047
06/10/2007	4E	Business be aware	32	\$480.00	29,047
06/10/2007	5E	Community members share perspectives	73	\$1,095.00	29,047
06/10/2007	6E	All tobacco use dangerous to your health	34	\$510.00	29,047
06/10/2007	7E	Tiger Task Force fights teen tobacco use	15	\$225.00	29,047
06/10/2007	1E	Kansas Synar rate improves	21	\$315.00	29,047
06/10/2007	7E	Community needs education	15	\$225.00	29,047
06/10/2007	2E	Blowing smoke... and the truth	23	\$345.00	29,047
06/10/2007	8E	Youth tobacco use must matter to all of us	41	\$615.00	29,047
06/10/2007	2E	Youth trends show improvement	29	\$435.00	29,047
06/11/2007	5	ECCP	3	\$45.00	29,047
			<b>334</b>	<b>\$5,010.00</b>	<b>348,564</b>
			<b>12 total records</b>		

**Garden City Telegram**<http://www.gctelegram.com/>

Finney

Garden City, KS

Daily

Readership = 19,782

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
06/07/2007	3	Agencies step up efforts to keep tobacco from minors	15	\$207.45	19,782
			<b>15</b>	<b>\$207.45</b>	<b>19,782</b>
			<b>1 record</b>		

**Dodge City Daily Globe**<http://www.dodgeglobe.com/>**Ford****Dodge City, KS****Daily****Readership = 16,969**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
06/07/2007	1	Regulating tobacco	9	\$104.40	16,969
			<b>9</b>	<b>\$104.40</b>	<b>16,969</b> <b>1 record</b>

**Ottawa Herald**<http://www.ottawaherald.com/>**Franklin****Ottawa, KS****Daily****Readership = 11,798**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/11/2007	13	MPAA makes smoking a bigger factor in assigning film...	8	\$71.36	11,799
			<b>8</b>	<b>\$71.36</b>	<b>11,799</b> <b>1 record</b>

**Daily Union**<http://www.dailyu.com>**Geary****Junction City, KS****Daily****Readership = 10,561**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/18/2007	5	On Regulating Tobacco	9	\$75.60	10,562
05/30/2007	5	Eliminating Smoking in U.S.	13	\$109.20	10,562
06/01/2007	5	Smoking-Related Illnesses	13	\$109.20	10,562
06/03/2007	3C	Fashion Mag Ads Anger Anti-Smokers	15	\$126.00	10,562
06/07/2007	1	Kansas Launches New Effort to Control Tobacco Sales	22	\$184.80	10,562
			<b>72</b>	<b>\$604.80</b>	<b>52,810</b> <b>5 total records</b>

**Gove Co. Advocate****Gove****Quinter, KS****Weekly****Readership = 4,137**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/30/2007	1B	KDHE encourages no tobacco day	7	\$24.50	4,138
			<b>7</b>	<b>\$24.50</b>	<b>4,138</b> <b>1 record</b>

**Harvey Co. Independent**

Harvey

Halstead, KS

Weekly

Readership = 4,643

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/17/2007	3	EMS Open House Is May 26; Main Street Bridge...	12	\$84.00	4,644
05/17/2007	5	Bentley Still Wrestling with Park Issue	18	\$126.00	4,644
05/17/2007	8	Kansas Learning Center Spreads The News About Good...	49	\$343.00	4,644
			<b>79</b>	<b>\$553.00</b>	<b>13,932</b>
					<b>3 total records</b>

**Newton Kansan**<http://www.thekansan.com/>

Harvey

Newton, KS

Daily

Readership = 18,156

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/10/2007	1	Group begins talks of smoking ban in county	25	\$372.50	18,156
05/11/2007	3	MPAA makes smoking a bigger factor in assigning film...	9	\$134.10	18,156
05/18/2007	5	Smoking ban	2	\$29.80	18,156
06/07/2007	7	Agencies work to prevent tobacco sales to minors	16	\$238.40	18,156
			<b>52</b>	<b>\$774.80</b>	<b>72,624</b>
					<b>4 total records</b>

**Haskell Co. Monitor-Chief**

Haskell

Sublette, KS

Weekly

Readership = 2,647

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/23/2007	2	CHOC Talk - May 23, 2007	11	\$49.50	2,647
05/30/2007	6	KDHE encourages support of World No Tobacco Day	11	\$49.50	2,647
			<b>22</b>	<b>\$99.00</b>	<b>5,294</b>
					<b>2 total records</b>

**Holton Recorder**<http://www.holtonrecorder.com/>

Jackson

Holton, KS

Bi-Weekly

Readership = 10,865

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/14/2007	1	ABC checks point out need for more employee ed, Lanning.14		\$98.00	10,865
			<b>14</b>	<b>\$98.00</b>	<b>10,865</b>
					<b>1 record</b>



**Kansas City Business Journal**<http://www.kansascity.bizjournals.com>

Jackson

Kansas City, MO

Weekly

Readership = 28,285

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/18/2007	11	Area businesses take steps to reduce ?carbon footprint?	28	\$957.60	28,285
			<b>28</b>	<b>\$957.60</b>	<b>28,285</b> <b>1 record</b>

**Kansas City Star**<http://www.kcstar.com>

Jackson

Kansas City, MO

Daily

Readership = 607,344

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/15/2007	8B	Leave smoking ban alone	25	\$12,818.00	607,345
05/17/2007	10B	Smoking ban great	3	\$1,538.16	607,345
05/18/2007	8B	Pro-Con: Should Smoking Affect Movie Ratings?	11	\$5,639.92	607,345
05/25/2007	2	More homes smoke-free	26	\$13,330.72	607,345
05/31/2007	1	Missouri's use of tobacco fund faces challenge	38	\$19,483.36	607,345
05/31/2007	E3	Getting Hooked?	59	\$30,250.48	607,345
06/03/2007	2B	Healing problems is focus	17	\$8,716.24	607,345
06/13/2007	1C	After smoke clears, local case is settled	45	\$23,072.40	607,345
			<b>224</b>	<b>\$114,849.28</b>	<b>4,858,760</b> <b>8 total records</b>

**Oskaloosa Independent**<http://www.oskaloosaindependent.com/>

Jefferson

Oskaloosa, KS

Weekly

Readership = 5,195

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/17/2007	1I	Fresh Start - A Smoking Cessation Program	2	\$10.50	5,196
			<b>2</b>	<b>\$10.50</b>	<b>5,196</b> <b>1 record</b>

**Vindicator**<http://www.valleyfallsvindicator.com/>

Jefferson

Valley Falls, KS

Weekly

Readership = 5,950

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
06/07/2007	9	New anti-smoking sign	24	\$126.00	5,950
			<b>24</b>	<b>\$126.00</b>	<b>5,950</b> <b>1 record</b>

**DeSoto Explorer**<http://www.desotoexplorer.com/>**Johnson****DeSoto, KS****Weekly****Readership = 2,497**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/17/2007	4	FDA tobacco regulation urged	10	\$77.00	2,498	
			<b>10</b>	<b>\$77.00</b>	<b>2,498</b>	<b>1 record</b>

**Johnson County Sun****Johnson****Overland Park, KS****Semi Weekly Readership = 43,113**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/17/2007	3C	Retired general stresses effective leadership	20	\$243.60	43,114	
			<b>20</b>	<b>\$243.60</b>	<b>43,114</b>	<b>1 record</b>

**Olathe News**<http://www.theolathenews.com>**Johnson****Olathe, KS****Daily****Readership = 10,147**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/30/2007	4	Senator should support legislation	7	\$259.00	10,148	
06/05/2007	4	Smoke has cleared for area businesses	13	\$481.00	10,148	
			<b>20</b>	<b>\$740.00</b>	<b>20,296</b>	<b>2 total records</b>

**Shawnee Dispatch**<http://www.shawneewestdispatch.com>**Johnson****Shawnee, KS****Weekly****Readership = 56,809**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/16/2007	2	Smoking task force members are named	4	\$106.40	56,810	
			<b>4</b>	<b>\$106.40</b>	<b>56,810</b>	<b>1 record</b>

**Parsons Sun**<http://www.parsonssun.com/>**Labette****Parsons, KS****Daily****Readership = 12,921**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
06/07/2007	10	Effort begun to prevent tobacco sales to minors	14	\$124.60	12,921	
06/08/2007	6	State steps up its anti-tobacco campaign	17	\$151.30	12,921	
			<b>31</b>	<b>\$275.90</b>	<b>25,842</b>	<b>2 total records</b>

**Dighton Herald****Lane****Dighton, KS****Weekly****Readership = 2,638**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/30/2007	7	KDHE Encourages Support of World No Tobacco Day	14	\$66.50	2,638	
			<b>14</b>	<b>\$66.50</b>	<b>2,638</b>	<b>1 record</b>

**Lansing Current**<http://www.lansingcurrent.com>**Leavenworth****Lansing, KS****Weekly****Readership = 9,430**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/17/2007	9	Hospitals win advertising awards	10	\$69.00	9,430	
			<b>10</b>	<b>\$69.00</b>	<b>9,430</b>	<b>1 record</b>

**Leavenworth Times**<http://www.leavenworthtimes.com/>**Leavenworth****Leavenworth, KS****Daily****Readership = 12,291**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/15/2007	1	man smuggles cigarettes in body cavity	5	\$67.50	12,291	
05/17/2007	4	Regulating tobacco	11	\$148.50	12,291	
05/23/2007	1	Naked man arrested for burglary	27	\$364.50	12,291	
			<b>43</b>	<b>\$580.50</b>	<b>36,873</b>	<b>3 total records</b>

**Linn Co. News**<http://www.linncountynews.net/>**Linn****Pleasanton, KS****Weekly****Readership = 5,407**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
06/06/2007	B2	Youth Smoking on the Rise	24	\$188.88	5,407
			<b>24</b>	<b>\$188.88</b>	<b>5,407</b>
					<b>1 record</b>

**Marysville Advocate**<http://www.mvleadvocate.com/>**Marshall****Marysville, KS****Weekly****Readership = 12,086**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/31/2007	11B	Quit tobacco is day's theme	3	\$24.00	12,086
			<b>3</b>	<b>\$24.00</b>	<b>12,086</b>
					<b>1 record</b>

**Lindsborg News-Record****McPherson****Lindsborg, KS****Weekly****Readership = 5,618**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/31/2007	4B	World No Tobacco Day is May 31	9	\$117.00	5,619
			<b>9</b>	<b>\$117.00</b>	<b>5,619</b>
					<b>1 record</b>

**McPherson Sentinel**<http://www.mcphersonsentinel.com/>**McPherson****McPherson, KS****Daily****Readership = 9,137**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/22/2007	5	Dear Annie	9	\$117.00	9,138
05/24/2007	7B	Memorial Hospital Becomes Totally Tobacco Free	10	\$130.00	9,138
			<b>19</b>	<b>\$247.00</b>	<b>18,276</b>
					<b>2 total records</b>

**Louisburg Herald**<http://www.herald-online.com/>**Miami****Louisburg, KS****Weekly****Readership = 4,188**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/30/2007		Town Hall meeting to address tobacco ills	4	\$26.12	4,188	
06/06/2007	B5	Curbing tobacco use among teens	11	\$71.83	4,188	
			<b>15</b>	<b>\$97.95</b>	<b>8,376</b>	<b>2 total records</b>

**Coffeyville Journal**<http://www.cjournal.com/>**Montgomery****Coffeyville, KS****Daily****Readership = 9,321**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
06/07/2007	2	Agencies launch new effort to prevent tobacco sales to...	17	\$154.36	9,322	
			<b>17</b>	<b>\$154.36</b>	<b>9,322</b>	<b>1 record</b>

**Independence Daily Reporter****Montgomery****Independence, KS****Daily****Readership = 14,080**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/30/2007	4	Wichita Eagle on smoking illnesses	7	\$64.68	14,081	
			<b>7</b>	<b>\$64.68</b>	<b>14,081</b>	<b>1 record</b>

**Independence News****Montgomery****Independence, KS****Monthly****Readership = 919**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
06/01/2007	1	Ten Ways That You Can Help Prevent Lung Disease	12	\$72.00	920	
06/01/2007	2	Tobacco Use in Kansas	16	\$96.00	920	
			<b>28</b>	<b>\$168.00</b>	<b>1,840</b>	<b>2 total records</b>

**Council Grove Republican**

Morris

Council Grove, KS

Daily

Readership = 4,685

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
06/07/2007	1	Launch Effort to Prevent Tobacco Sales to Minors	18	\$112.50	4,685
			<b>18</b>	<b>\$112.50</b>	<b>4,685</b>
			<b>1 record</b>		

**Courier-Tribune**

Nemaha

Seneca, KS

Weekly

Readership = 6,499

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/30/2007	9	Restaurants go smoke-free for No Tobacco Day	24	\$124.08	6,500
			<b>24</b>	<b>\$124.08</b>	<b>6,500</b>
			<b>1 record</b>		

**Sabetha Herald**<http://www.sabethaks.com>

Nemaha

Sabetha, KS

Weekly

Readership = 5,172

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/16/2007	1	Eisenbise is Raymond Rokey Memorial Scholarship...	22	\$139.26	5,173
06/06/2007	2	NEK Tobacco Use Prevention Program appreciates local...	12	\$75.96	5,173
			<b>34</b>	<b>\$215.22</b>	<b>10,346</b>
			<b>2 total records</b>		

**Chanute Tribune**<http://www.chanute.com>

Neosho

Chanute, KS

Daily

Readership = 8,820

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/26/2007	13	Smoking indoors is clouding the issue	22	\$182.16	8,820
05/31/2007	4	The Wichita Eagle on smoking-related illnesses	11	\$91.08	8,820
06/08/2007	4	Youth biggest issue	16	\$132.48	8,820
			<b>49</b>	<b>\$405.72</b>	<b>26,460</b>
			<b>3 total records</b>		

**Minneapolis Messenger**<http://www.minneapolismessenger.net>**Ottawa****Minneapolis, KS****Weekly****Readership = 3,873**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/24/2007	8	Josh Fox takes second in Tar Wars contests	6	\$30.00	3,873
			<b>6</b>	<b>\$30.00</b>	<b>3,873</b> <b>1 record</b>

**Onaga Herald****Pottawatomie****Onaga, KS****Weekly****Readership = 2,599**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/31/2007	6	Smokers Beware: Keep Your Hands To Yourselves	18	\$63.00	2,599
			<b>18</b>	<b>\$63.00</b>	<b>2,599</b> <b>1 record</b>

**St. Marys Star****Pottawatomie****St. Marys, KS****Weekly****Readership = 3,946**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/30/2007	13	Health department supports World No Tobacco Day	12	\$60.00	3,947
			<b>12</b>	<b>\$60.00</b>	<b>3,947</b> <b>1 record</b>

**Wamego Smoke Signal**<http://www.thewamegosmokesignal.com/>**Pottawatomie****Wamego, KS****Weekly****Readership = 22,052**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/30/2007	4	World No Tobacco Day	21	\$131.25	22,052
			<b>21</b>	<b>\$131.25</b>	<b>22,052</b> <b>1 record</b>

**Rawlins Co. Square Deal**<http://www.squaredealnews.com/>**Rawlins****Atwood, KS****Weekly****Readership = 4,590**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/31/2007	2	Tobacco-free USD	15	\$71.25	4,591

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**15      \$71.25      4,591      1 record**

**Hutchinson News**<http://www.hutchnews.com/>**Reno****Hutchinson, KS****Daily****Readership = 73,319**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
06/07/2007	15	Agencies launch new anti-tobacco effort	17	\$445.91	73,319
			<b>17</b>	<b>\$445.91</b>	<b>73,319      1 record</b>

**Monitor-Journal****Rice****Little River, KS****Weekly****Readership = 1,221**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/16/2007	1	Little River Community Library	6	\$23.70	1,221
			<b>6</b>	<b>\$23.70</b>	<b>1,221      1 record</b>

**Manhattan Mercury**<http://www.themercury.com/>**Riley****Manhattan, KS****Daily****Readership = 22,438**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/14/2007	6	Rated R for smoking?	16	\$142.40	22,439
05/28/2007	6	World No Tobacco Day is a time to improve health of...	9	\$80.10	22,439
06/07/2007	6	Answer isn't always education	19	\$169.10	22,439
06/07/2007	3	Agencies' effort to prevent tobacco sales to minors	8	\$71.20	22,439
			<b>52</b>	<b>\$462.80</b>	<b>89,756      4 total records</b>

**Plainville Times****Rooks****Plainville, KS****Weekly****Readership = 3,461**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>
05/17/2007	9	Baseline training available	7	\$35.00	3,461
06/07/2007	7	Pester Marketing announces acquisition	9	\$45.00	3,461
			<b>16</b>	<b>\$80.00</b>	<b>6,922      2 total records</b>



**Rush Co. News****Rush****LaCrosse, KS****Weekly****Readership = 4,077**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/10/2007	2	Community Baseine training open to public	7	\$27.65	4,078	
			<b>7</b>	<b>\$27.65</b>	<b>4,078</b>	<b>1 record</b>

**Salina Journal**<http://www.saljournal.com/>**Saline****Salina, KS****Daily****Readership = 65,784**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/31/2007	7	Take this smoke-free challenge	20	\$420.00	65,785	
06/07/2007	3	Agencies try harder to prevent tobacco sales to minors	12	\$252.00	65,785	
06/07/2007	3B	Magazines urged to KO tobacco ads	4	\$84.00	65,785	
			<b>36</b>	<b>\$756.00</b>	<b>197,355</b>	<b>3 total records</b>

**Wichita Eagle**<http://www.kansas.com>**Sedgwick****Wichita, KS****Daily****Readership = 237,817**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/25/2007	6	Far fewer in U.S. tolerate smoking in house	12	\$1,528.20	237,818	
05/29/2007	6	490,000 - Deaths are reason to control tobacco	23	\$2,929.05	237,818	
			<b>35</b>	<b>\$4,457.25</b>	<b>475,636</b>	<b>2 total records</b>

**Liberal Light****Seward****Liberal, KS****Weekly****Readership = 1,150**

<b>Date</b>	<b>Page #</b>	<b>Headline</b>	<b>Col. Inches</b>	<b>Ad Equiv</b>	<b>Rdshp</b>	
05/31/2007	1	Liberal Area Coalition for Families Hosts Event for World...	5	\$40.00	1,150	
			<b>5</b>	<b>\$40.00</b>	<b>1,150</b>	<b>1 record</b>

**Southwest Daily Times**

Seward

Liberal, KS

Daily

Readership = 9,526

<http://www.swdtimes.com/>

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
06/07/2007	6	Agencies launch new effort to prevent tobacco sales to...	12	\$156.00	9,527
06/10/2007	1	Diagnosis brought a breath of fresh air	18	\$234.00	9,527
06/12/2007	4	"Filtered"	10	\$130.00	9,527
			<b>40</b>	<b>\$520.00</b>	<b>28,581</b>
					<b>3 total records</b>

**Topeka Capital-Journal**

Shawnee

Topeka, KS

Daily

Readership = 110,905

<http://www.cjonline.com/>

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/14/2007	3B	Events	10	\$757.10	110,906
05/15/2007	2	Tumultuous weather helps ease state's drought burden	42	\$3,179.82	110,906
05/16/2007	1	House fire victim 'a real nice person'	28	\$2,119.88	110,906
05/25/2007	7	Study: Smokers taking it outside	13	\$984.23	110,906
05/31/2007	4	Blowing smoke	26	\$1,968.46	110,906
06/09/2007	6	Students safety, health discussed	16	\$1,211.36	110,906
			<b>135</b>	<b>\$10,220.85</b>	<b>665,436</b>
					<b>6 total records</b>

**Topeka Metro News**

Shawnee

Topeka, KS

Bi-Weekly

Readership = 1,803

<http://www.topekametro.com/>

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
06/06/2007	2	The Wichita Eagle on smoking-related illnesses	8	\$56.00	1,803
06/08/2007	5	State Efforts Target Underage Tobacco Sales	24	\$168.00	1,803
			<b>32</b>	<b>\$224.00</b>	<b>3,606</b>
					<b>2 total records</b>

**Goodland Star News**

Sherman

Goodland, KS

Bi-Weekly

Readership = 3,845

<http://www.nwkansas.com/>

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/22/2007	1	School district asked to pay for all state competitions	18	\$171.54	3,846
			<b>18</b>	<b>\$171.54</b>	<b>3,846</b>
					<b>1 record</b>

**Colby Free Press**

Thomas

Colby, KS

Daily

Readership = 4,761

<http://www.nwkansas.com/>

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
06/06/2007	3	Hoxie getting new cafe	29	\$268.83	4,761
			<b>29</b>	<b>\$268.83</b>	<b>4,761</b>
					<b>1 record</b>

**Wilson Co. Citizen**

Wilson

Fredonia, KS

Bi-Weekly

Readership = 8,100

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/14/2007	6	Smokers: keep hands to yourselves when outside	13	\$74.75	8,101
			<b>13</b>	<b>\$74.75</b>	<b>8,101</b>
					<b>1 record</b>

**Kansas City Kansan**

Wyandotte

Kansas City, KS

Daily

Readership = 8,254

<http://www.kansascitykansan.com/>

Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
05/24/2007	1	KU Hospital to receive national award from American...	25	\$221.25	8,255
06/08/2007	3	Agencies launch new effort to prevent tobacco sales to...	9	\$79.65	8,255
			<b>34</b>	<b>\$300.90</b>	<b>16,510</b>
					<b>2 total records</b>

## Grand Totals

---

**Publications = 75**  
**Clips = 146**  
**Col. Inches = 2,353**  
**Ad Equiv = \$151,618.54**  
**Rdshp = 7,835,484**

## Allen

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 20**  
**Ad Equiv = \$172.40**  
**Rdshp = 8,931**

## Barton

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**Publications = 2**  
**Clips = 4**  
**Col. Inches = 50**  
**Ad Equiv = \$447.93**  
**Rdshp = 44,977**

## Bourbon

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 7**  
**Ad Equiv = \$68.95**  
**Rdshp = 6,410**

## Butler

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**Publications = 1**  
**Clips = 3**  
**Col. Inches = 26**  
**Ad Equiv = \$220.22**  
**Rdshp = 13,704**

## **Chautauqua**

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 15**  
**Ad Equiv = \$60.90**  
**Rdshp = 2,818**

## **Cherokee**

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**Publications = 2**  
**Clips = 3**  
**Col. Inches = 48**  
**Ad Equiv = \$242.84**  
**Rdshp = 11,101**

## **Cheyenne**

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 14**  
**Ad Equiv = \$88.76**  
**Rdshp = 1,088**

## **Cloud**

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**Publications = 2**  
**Clips = 2**  
**Col. Inches = 25**  
**Ad Equiv = \$129.00**  
**Rdshp = 7,263**

## **Cowley**

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**Publications = 2**  
**Clips = 4**  
**Col. Inches = 49**  
**Ad Equiv = \$411.72**  
**Rdshp = 41,814**

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## Crawford

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**Publications = 1**  
**Clips = 3**  
**Col. Inches = 60**  
**Ad Equiv = \$873.00**  
**Rdshp = 53,646**

## Decatur

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 9**  
**Ad Equiv = \$78.57**  
**Rdshp = 4,832**

## Dickinson

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**Publications = 1**  
**Clips = 3**  
**Col. Inches = 43**  
**Ad Equiv = \$322.50**  
**Rdshp = 25,632**

## Douglas

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**Publications = 2**  
**Clips = 5**  
**Col. Inches = 68**  
**Ad Equiv = \$2,004.30**  
**Rdshp = 191,186**

## Edwards

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**Publications = 1**  
**Clips = 2**  
**Col. Inches = 34**  
**Ad Equiv = \$158.78**  
**Rdshp = 4,416**

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## El Dorado

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**Publications = 1**  
**Clips = 3**  
**Col. Inches = 32**  
**Ad Equiv = \$280.00**  
**Rdshp = 22,458**

## Ellis

---

**Publications = 2**  
**Clips = 13**  
**Col. Inches = 351**  
**Ad Equiv = \$5,070.01**  
**Rdshp = 350,965**

## Finney

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 15**  
**Ad Equiv = \$207.45**  
**Rdshp = 19,782**

## Ford

---

**Publications = 1**  
**Clips = 1**  
**Col. Inches = 9**  
**Ad Equiv = \$104.40**  
**Rdshp = 16,969**

## Franklin

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 8**  
**Ad Equiv = \$71.36**  
**Rdshp = 11,799**

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## Geary

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**Publications = 1**  
**Clips = 5**  
**Col. Inches = 72**  
**Ad Equiv = \$604.80**  
**Rdshp = 52,810**

## Gove

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 7**  
**Ad Equiv = \$24.50**  
**Rdshp = 4,138**

## Harvey

---

**Publications = 2**  
**Clips = 7**  
**Col. Inches = 131**  
**Ad Equiv = \$1,327.80**  
**Rdshp = 86,556**

## Haskell

---

**Publications = 1**  
**Clips = 2**  
**Col. Inches = 22**  
**Ad Equiv = \$99.00**  
**Rdshp = 5,294**

## Jackson

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**Publications = 3**  
**Clips = 10**  
**Col. Inches = 266**  
**Ad Equiv = \$115,904.88**  
**Rdshp = 4,897,910**

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**Jefferson**

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**Publications = 2**  
**Clips = 2**  
**Col. Inches = 26**  
**Ad Equiv = \$136.50**  
**Rdshp = 11,146**

**Johnson**

---

**Publications = 4**  
**Clips = 5**  
**Col. Inches = 54**  
**Ad Equiv = \$1,167.00**  
**Rdshp = 122,718**

**Labette**

---

**Publications = 1**  
**Clips = 2**  
**Col. Inches = 31**  
**Ad Equiv = \$275.90**  
**Rdshp = 25,842**

**Lane**

---

**Publications = 1**  
**Clips = 1**  
**Col. Inches = 14**  
**Ad Equiv = \$66.50**  
**Rdshp = 2,638**

**Leavenworth**

---

**Publications = 2**  
**Clips = 4**  
**Col. Inches = 53**  
**Ad Equiv = \$649.50**  
**Rdshp = 46,303**

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## Linn

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 24**  
**Ad Equiv = \$188.88**  
**Rdshp = 5,407**

## Marshall

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 3**  
**Ad Equiv = \$24.00**  
**Rdshp = 12,086**

## McPherson

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**Publications = 2**  
**Clips = 3**  
**Col. Inches = 28**  
**Ad Equiv = \$364.00**  
**Rdshp = 23,895**

## Miami

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**Publications = 1**  
**Clips = 2**  
**Col. Inches = 15**  
**Ad Equiv = \$97.95**  
**Rdshp = 8,376**

## Montgomery

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**Publications = 3**  
**Clips = 4**  
**Col. Inches = 52**  
**Ad Equiv = \$387.04**  
**Rdshp = 25,243**

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**Morris**

---

**Publications = 1**  
**Clips = 1**  
**Col. Inches = 18**  
**Ad Equiv = \$112.50**  
**Rdshp = 4,685**

**Nemaha**

---

**Publications = 2**  
**Clips = 3**  
**Col. Inches = 58**  
**Ad Equiv = \$339.30**  
**Rdshp = 16,846**

**Neosho**

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**Publications = 1**  
**Clips = 3**  
**Col. Inches = 49**  
**Ad Equiv = \$405.72**  
**Rdshp = 26,460**

**Ottawa**

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 6**  
**Ad Equiv = \$30.00**  
**Rdshp = 3,873**

**Pottawatomie**

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**Publications = 3**  
**Clips = 3**  
**Col. Inches = 51**  
**Ad Equiv = \$254.25**  
**Rdshp = 28,598**

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## Rawlins

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 15**  
**Ad Equiv = \$71.25**  
**Rdshp = 4,591**

## Reno

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 17**  
**Ad Equiv = \$445.91**  
**Rdshp = 73,319**

## Rice

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 6**  
**Ad Equiv = \$23.70**  
**Rdshp = 1,221**

## Riley

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**Publications = 1**  
**Clips = 4**  
**Col. Inches = 52**  
**Ad Equiv = \$462.80**  
**Rdshp = 89,756**

## Rooks

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**Publications = 1**  
**Clips = 2**  
**Col. Inches = 16**  
**Ad Equiv = \$80.00**  
**Rdshp = 6,922**

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## Rush

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 7**  
**Ad Equiv = \$27.65**  
**Rdshp = 4,078**

## Saline

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**Publications = 1**  
**Clips = 3**  
**Col. Inches = 36**  
**Ad Equiv = \$756.00**  
**Rdshp = 197,355**

## Sedgwick

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**Publications = 1**  
**Clips = 2**  
**Col. Inches = 35**  
**Ad Equiv = \$4,457.25**  
**Rdshp = 475,636**

## Seward

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**Publications = 2**  
**Clips = 4**  
**Col. Inches = 45**  
**Ad Equiv = \$560.00**  
**Rdshp = 29,731**

## Shawnee

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**Publications = 2**  
**Clips = 8**  
**Col. Inches = 167**  
**Ad Equiv = \$10,444.85**  
**Rdshp = 669,042**

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**Sherman**

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 18**  
**Ad Equiv = \$171.54**  
**Rdshp = 3,846**

**Thomas**

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 29**  
**Ad Equiv = \$268.83**  
**Rdshp = 4,761**

**Wilson**

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**Publications = 1**  
**Clips = 1**  
**Col. Inches = 13**  
**Ad Equiv = \$74.75**  
**Rdshp = 8,101**

**Wyandotte**

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**Publications = 1**  
**Clips = 2**  
**Col. Inches = 34**  
**Ad Equiv = \$300.90**  
**Rdshp = 16,510**

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